



Mayo 2006

# Biblioteca Benjamín Franklin

Servicio Cultural e Informativo de los Estados Unidos

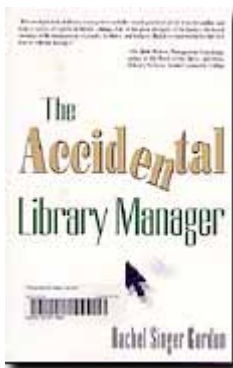
## Bibliotecología y Ciencias de la Información Bibliografía

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### The accidental library manager



*Rachel Gordon Singer*

Medford, NJ:  
Information Today,  
2005.

025.1 GOR

Most librarians enter the field intending to focus on a particular speciality, but eventually need to take on certain supervisory or managerial responsibilities in order to move forward. In this book, author Rachel Singer Gordon provides support and background for new managers, aspiring managers, and those who find themselves in unexpected management roles.

### Anglo-American cataloging rules

*Prepared under the direction of the Joint Steering Committee for Revision of AACR, a committee of the American Library Association*



Chicago, IL :  
American Library  
Association, 2003.

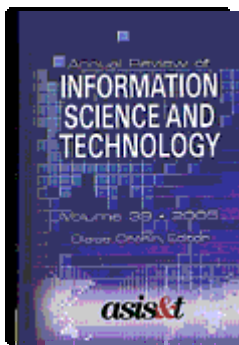
CAT 025.3 ANG

This revision incorporates the two sets of revisions published as Amendments in 1999 and Amendment 2001. It also includes revisions approved through 2001 and finalized 2002. Substantial changes have been made to three chapters: chapter 3 (Cartographic Materials), chapter 9 (Electronic Resources), and chapter 12 (Continuing Resources)

## Annual review of information science and technology. Volume 39, 2005

*Blaise Cronin, editor.*

Medford, NJ : Information Today, Inc, 2004.



REF 020.3 ANN

ARIST, published annually since 1966, is a landmark publication within the information science community. It surveys the landscape of information science and technology, providing an analytical, authoritative, and accessible overview of recent trends and significant developments. The range of topics varies considerably, reflecting the dynamism of the discipline and the diversity of theoretical and applied perspectives. While ARIST continues to cover key topics associated with "classical" information science (e.g., bibliometrics, information retrieval), editor Blaise Cronin is selectively expanding its footprint in an effort to connect information science more tightly with cognate academic and professional communities.

of multiple resource exploration and experimentation in user service-oriented or basic research libraries, and approaches to managing technology in a library setting.



## Blueprint for your library marketing plan: a guide to help you survive and thrive

*Patricia H. Fisher, Marseille M. Pride*  
Chicago, IL : American Library Association, 2006.

021.7 FIS

Offers a step-by-step program to get any library up to speed with minimal angst. These easy-to-implement techniques help librarians write the plan, including targeting the market, defining services, setting goals, and taking action to promote the library.

## Buying and contracting for resources and services: a how-to-do-it manual for librarians

## Becoming a digital library

*Susan J. Barnes*

New York, NY: Marcel Dekker, 2004.

025.002 BEC

This book discusses the techniques for finding and training the right people to build a digital library, the advantages to organizing personnel into project-based teams to bring digital resources online, how to use and encourage input feedback from digital library users, practical methods for managing and implementing prospective projects, the value



*Rick Anderson*

New York, NY:  
Neal-Schuman  
Publishers, 2004

025.2 AND



This how-to-do-it manual explores techniques of acquisitions librarianship as well as many of the innovations that make today's acquisitions work more multi-faced.

## Checklist of library building design considerations

*William Sannwald*

Chicago, IL:  
American Library  
Association, 2001.

727.8 CHE

This book will help you evaluate your current space, analyze each design element as it relates to space and function in the library, make decisions ranging from shelving finishes to equipment, and satisfy the requirements of the Americans with Disabilities Act. It also includes sections on environmentally correct design approaches, assessment of current facilities and alternatives to new construction, young adult and children's spaces, remote storage, and technology advancements.



## Complete copyright: an everyday guide for librarians.



*Carrie Russell*

Chicago, IL: American Library Association,  
2004.

REF 346.73 COM

Librarians face myriad copyright dilemmas every day, and as copyright law evolves and new interpretations emerge, libraries play a key role in representing the public in the copyright debate. This book provides clear, user-friendly guidance for both common copyright issues and latest trends, including the intricacies of copyright in the digital world.

## Computers in Libraries Conference (19th : 2004 : Washington, D.C.) 19th Annual Computers in Libraries 2004: collected presentations, Hilton Washington [DC], March 10-12, 2004



*Compiled by Carol  
Nixon*

Medford, NJ :  
Information Today,  
2004.

REF 025.002 COM

This book includes Power Point documents on issues that have to do with libraries and librarians, information technology and computers, how to take advantage of this resources and what's available to perform better at job, as well as important resources for education.

## Conflict management for libraries: strategies for a positive, productive workplace

*By Jack G. Montgomery and Eleanor I.  
Cook; with contributions from Pat Wagner  
and Glenda Hubbard*



Chicago, IL: American  
Library Association,  
2005.

023.9  
MON

Libraries are not immune to workplace stress and conflict. In a broad research survey conducted over three years, authors Montgomery and Cook asked, "What are the common causes of workplace conflict in libraries?" From the results of the study, as well as formal and informal observations, the authors have developed seventeen scenarios of library workplace conflict, along with realistic ways to manage them. Drawing on these stories

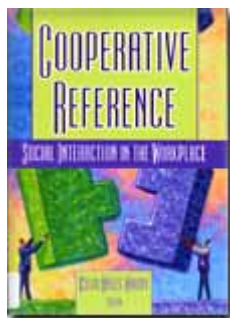
from the trenches, they share a balanced perspective to help reconcile even the stickiest situation. An array of tools are offered in this book to create a positive working environment, helping staff stay on track to achieve goals and live the mission of the library.

### **Cooperative reference: social interaction in the workplace**

*Celia Hales Mabry*

Binghamton, NY:  
Haworth Information  
Press, 2003.

025.52 COO



This book addresses the need for reference librarians to work together to keep the system running smoothly. It explores the various means of developing social professionalism, collaborating on projects, and combining forces with other libraries to remain on the cutting edge of information services in this new century.

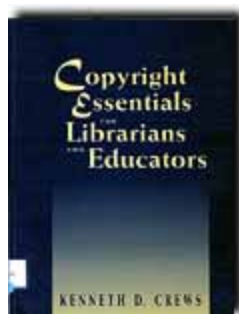
### **Copyright essentials for librarians and educators**

*Kenneth D. Crews*

Chicago, IL:  
American Library  
Association, 2000.

REF 346.73 CRE

Enhanced with notes highlighting recent developments and seven appendices, including checklist and legislation summaries.



### **Creating a winning online exhibition: a guide for libraries, archives, and museums**

*Martin R. Kalfatovic*  
Chicago, IL:  
American Library  
Association, 2002.

021.7 KAL

This guide provides the how-to's for developing an overarching theme, selecting materials, and creating a narrative presentation that goes beyond the traditional to deliver a winning exhibition.



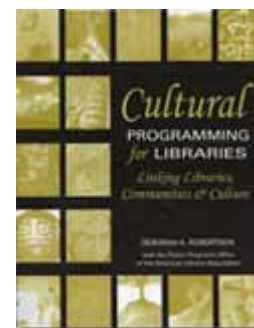
### **Cultural programming for libraries: linking libraries, communities, and culture**

*Deborah A. Robertson*

Chicago : American  
Library Association, 2005.

021.2 ROB

This book provides background, practical steps, and ideas to develop the library's capacity to present cultural programming on topics, themes, and issues for a wide array of audiences across cultures. Readers will learn to use programming to enhance, highlight, and drive to use of library collections and gain community visibility and support through programming.





## The cybrarian's manual 2

*Pat Ensor*

Chicago, IL: American Library Association, 2000.

REF 025.04 CYB

This book takes a comprehensive approach to presenting the state of libraries and cyberspace.



components to the IM-PACT model of teaching information literacy skills. Today's librarians and educators must teach students how to understand, evaluate and integrate information in multiple, computer-delivered formats in order for them to succeed in the 21st century.

## Designing Usable Electronic Text: Ergonomic Aspects of Human Information Usage

*Andrew Dillon*

Bristol, PA: Taylor & Francis, 1994

005.7 DIL

The author examines the human issues underlying information usage, and emphasizes that usability -or lack of usability- is the main barrier to the electronic medium's campaign to gain mass acceptance.

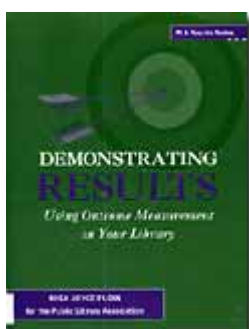


## Demonstrating results: using outcome measurement in your library

*Rhea Joyce Rubin  
for the Public Library Association*

Chicago, IL :

American Library Association, 2006.



025.1 RUB

Using the 14 step-by-step customizable work forms, libraries can gather and interpret statistically accurate data to demonstrate outcomes and attract funding.

## Developing reference collections and services in an electronic age: a how-to-do-it manual for librarians

*Kay Ann Cassell*

New York, NY: Neal-Schuman Publishers, 1999.

REF 025.524 CAS

This title is meant to provide librarians with a blueprint for developing a plan that meets their own user's expectations.



## Designing digital literacy programs with IM-PACT : information motivation, purpose, audience, content, and technique

*Ruth V. Small*

New York, NY : Neal-Schuman Publishers, 2005.



028.7 SMA

Information. Motivation. Purpose. Audience. Content. Technique. These are the key

their realization in multilingual and multicultural environments.

## Digital images and art libraries in the twenty-first century



Susan Wyngaard

Binghamton, NY:  
Haworth Information  
Press, 2003.

025.002 WYN

Provides an in-depth look at the technology that art librarians must understand in order to work effectively in today's digital environment. Appropriate for librarians, visual resource curators, and students alike, this book unites readers with professionals who have hands-on experience in their fields of study. It covers a wide range of subject, including digital access preservation, personal accounts of digitalization ventures, effects of Web censorship and the changing nature of art librarianship. The diversity of opinions documented in this contemporary text delivers a thorough investigation into the cutting-edge world of digital art librarianship.

## Digital libraries: principles and practice in a global environment

Lucy A. Tedd

München: K.G. Saur,  
2005.

025.002  
TED

This book introduces readers to the principles underlying digital libraries, and illustrates these principles reference to a wide range of digital library practices throughout the world. It presents the challenges of developing and implementing digital library systems, as well as exploring



## Essential cataloguing

Bowman, J. H.

London : Facet Pub., 2003.

025.3 BOW

This book covers descriptive cataloguing, and is designed as a simple companion to the Anglo-American Cataloguing Rules.



## Essential classification

Vanda Broughton  
New York, NY: Neal-  
Schuman Pub, 2004.

025.3 BRO

Classification is everywhere. We classify birds and animals, languages and ethnic groups, stars, volcanoes, minerals and clouds, wine and blood, and colours and roses. We classify diseases, occupations and social status; the size of notepaper (grand eagle, elephant and pott); the dimensions of icebergs (small, bergy bits and growlers); and brandy (mellow, pale and superior) This is a book about some of the systems which people have created for organizing information.

## Explorer's guide to the Semantic Web

*Thomas B. Passin*

Greenwich, CT :  
Manning, 2004.

025.04 PAS

Written for developers and programmers, this guide acquaints users with the basic technologies and their interrelations that will be instrumental in the development of the Semantic Web. Key technology areas are covered, such as knowledge modeling (RDF, Topic Maps), agents (DAML, FIPA), and Trust and Authentication.



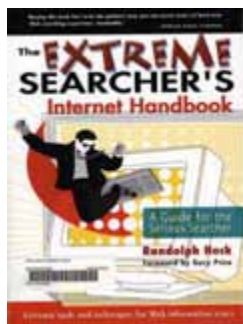
## The extreme searcher's Internet handbook : a guide for the serious searcher

*Randolph Hock*

Medford, NJ :  
CyberAge Books,  
2004.

REF 025.04 HOC

This is a guide for anyone who uses the Internet for research: librarians, teachers, students, writers, business professionals, and others who need to search the Web proficiently.



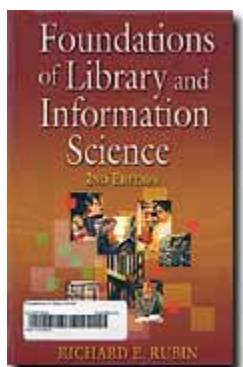
## Foundations of library and information science

*Rubin, Richard*

New York, NY: Neal-Schuman Publishers, 2004.

020.097 RUB

This book includes discussions of the information infrastructure,



intellectual freedom, current issues in the organization of information (MARC 21, Dublin Core, metadata), and copyright issues (including digital rights management and file sharing). This edition also takes on the changes facing academic, public, school, and special libraries, including scholarly publishing, access to government documents, censorship, diversity, preservation, information literacy, and the information commons.



## Fundamentals of children's services

*Michael Sullivan*  
Chicago, IL : American Library Association, 2005.

027.62 SUL

This book is intended to be a guide for the new or future children's librarian, a very practical, hands on manual to being a children's librarian in a public library.

## Fundamentals of collection development & management



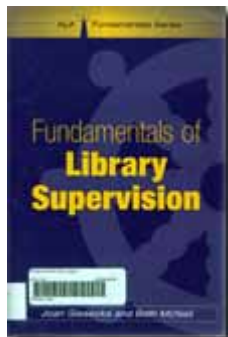
*Peggy Johnson*

Chicago, IL :  
American Library Association, 2004.

025.2 JOH

This guide outlines the step--step process of collection development and management. It offers tips for organizing and staffing, conceiving policy and creating budgets, and developing, marketing, and evaluating collections.

## Fundamentals of library supervision



Joan Giesecke and  
Beth McNeil

Chicago, IL :  
American Library  
Association, 2005.

023.9 GIE

Management and supervision in libraries are more complex than ever. Not only is the workplace different but the workforce is often made up of four very different generations with very different educational backgrounds and work experiences. Moreover, often library supervisors have very little formal management training. Giesecke and McNeil, two experienced library managers, present a basic commonsense approach to solving management and supervisory challenges. They utilize real-world techniques and practices to help readers learn basic supervisory and management procedures and offer strategies and tips to handle difficult situations like firing employees and addressing poor performance. Chapters cover communication, how to create a positive working environment, managing teams, recognizing fundamental legal issues, and managing meetings.

## From outreach to equity: innovative models of library policy and practice

Robin Osborne

Chicago, IL:  
American Library  
Association, 2004.

021.2 FRO

Following successful models from around the country, show the "why" and "how." Include steps to improve access to information for all, encompassed within the library's service delivery system.



## Going live : starting and running a virtual reference service

Steve Coffman

Chicago, IL :  
American Library  
Association, 2003.

025.5 COF

Collecting and documenting what thousands of virtual reference librarians have learned over the past few years, this guide provides an overview to help new and aspiring virtual reference library departments. Here are the basics of designing, implementing, operating and marketing a virtual reference service from the ground up.



## How libraries and librarians help: a guide to identifying user- centered outcomes

Joan C. Durrance and  
Marian Bouch Hinton

Chicago, IL:  
American Library  
Association, 2005.

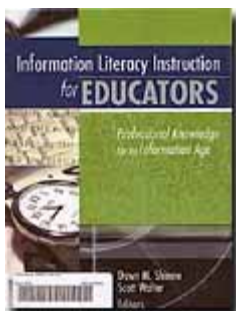
027 DUR

With the increasing need to prove the value of specific library services in order to obtain grants and funding, the practice of measuring user outcomes is becoming crucial to the library. Libraries need to communicate the value of library programs assessing their effects on library patrons and the community as a whole. The authors have tested and developed the How Libraries and Librarians Help Outcomes Model to help library professionals effectively communicate their story assessing the outcomes of library services.





## Information literacy instruction for educators: professional knowledge for an information age



*Dawn M. Shinew*

Binghamton, NY:  
Haworth Information  
Press, 2003.

028.7 INF

This book explores various methods of instructing pre-service teachers and administrators on how to locate new subject matter and distinguish between fact, opinion, and rhetoric across a wide variety of topics. Experienced educators and librarians join forces to present a number of exemplary efforts from international communities. This book also looks at approaches for incorporating information literacy instruction into K-12 pre-service education programs. This book will show you how to develop information literacy skills as a student, a lifelong learner, and as a professional-honing the ability to locate, evaluate, manage, and present information on any subject. It presents original thinking about collaborations between librarians and faculty members to promote information literacy as a core element of the professional knowledge for K-12 teachers and administrators in the 21st century.

## The information-powered school

*Anne Wheelock*

Chicago, IL:  
American Library  
Association, 2001.

027.8 INF



Packed with tools that were tested in actual Library Power sites, this book outlines a specific plan for school library media specialists and teachers to share the responsibilities of planning, teaching, and assessing student learning and offering a coherent curriculum.

## Information science in theory and practice



*Brian C. Vickery*

München : K.G. Saur, 2004.

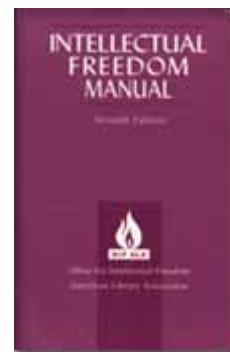
020.20 VIC

This classic text has been a main stay of the information profession for many years. Now this revised edition covers some of the most recent changes to affect it. The Internet and its role in the area of information science and librarianship is examined thoroughly through the addition of a new chapter. A feature of this book is the "Map of Information Science".

## Intellectual freedom manual

*compiled by the Office  
for Intellectual Freedom  
of the American Library  
Association*

Chicago, IL : American  
Library Association,  
2006.



REF 025.213 INT

Librarians can no longer aspire to rise above the censorship fray and avoid pressure to suppress information. No library is totally immune from censorship efforts. Academic libraries, school library media centers, and even special libraries are encountering the same affronts to intellectual freedom as public libraries. This manual provides a comprehensive course in ALA's intellectual freedom policies and the means for coping with censors.

# **Internet librarian 2004: collected presentations: November 15-17, 2004.**



Monterey  
Conference Center,  
Monterey California.

REF 025.04 INT

The Proceedings  
from the eighth  
annual Internet

Librarian conference contains a mixture of leading-edge ideas as well as exciting new services—all focused on information professionals and Internet-related technologies. This conference is designed for information professionals who are using, developing, and embracing Net and Web-based strategies in their roles as information searchers, guides, Webmasters and Web managers, content evaluators and organizers, product developers, and more. Internet Librarian topics include Navigating the Net, E-Content and E-Skills, Intranet and Portal Applications, Web World, and more.

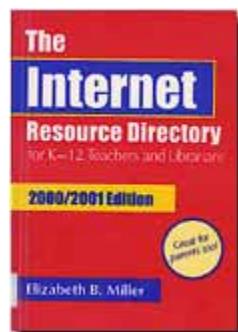
## **The Internet resource directory for K-12 teachers and librarians**

*Elizabeth B. Miller*

Englewood, CO: Libraries  
Unlimited, 2000.

REF 025.06 MIL

The author of this book provides a Web page for corrections and changes to the directory, be sure to look for free, monthly updates to the 200/2001 directory on the Web ( <http://www.lu.com/lu/irupdats.html> )



## **Introduction to librarianship**

*Jean Key Gates*

New York, NY : Neal-  
Schuman, 1990.

021 GAT

The purpose of this book is to set forth some of the fundamental elements of librarianship in sufficient detail to help the student acquire a foundation of historical background; an understanding of major library objectives, services, and needs; and an appreciation of librarianship as a profession and a career in preparation for the complex and specialized concepts and problems to be dealt with in later courses, studies, and investigations.



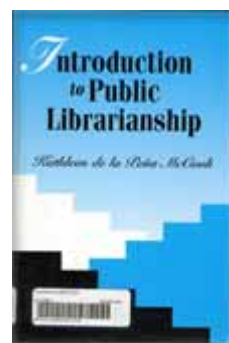
## **Introduction to public librarianship**

*Kathleen de la Peña  
McCook*

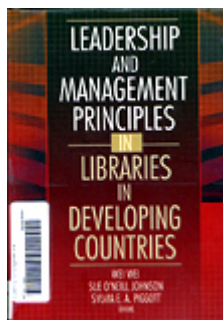
New York, NY : Neal-  
Schuman Publishers,  
2004.

027.4 MCC

Here is an overview of public library history, governance, funding, staffing, services, architecture, technology, and marketing to be published in over a decade. Students of library and information studies, as well as all working public librarians, will find this an essential source for learning about the successful management and functioning of public libraries throughout the U.S. today. Issues of library administration and operation, especially in light of new technology, are explored. State and federal laws, political and educational outreach, and relations with associations and foundations are all discussed in detail.



## Leadership and management principles in libraries in developing countries



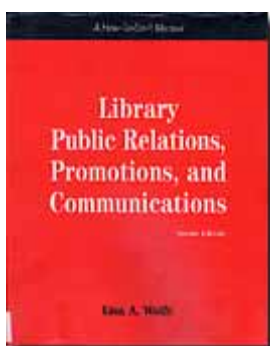
Sue O'Neil Wei Wei  
Sylvia E.A. Piggott Johnson

Binghamton, NY : Haworth Information Press, 2004.

027.017 LEA

This is a compilation of success stories epitomizing management and leadership strategies from developing nations around the globe. It focuses on library administrations from Asia, Africa, Eastern Europe, and Central America who have significantly transformed their library services in spite of limited funds, and lack of resources.

## Library public relations, promotions, and communications: a how-to-do-it manual



Lisa A. Wolfe

New York, NY: Neal-Schuman Publishers, 2005.

REF 021.7 WOL

This book offers librarians an introduction to basic communication concepts, presents a step-by-step process that develops and implements a library public relations/communications plan, and provides details on effective communications tools and strategies.

## Library Web sites: creating online collections and services



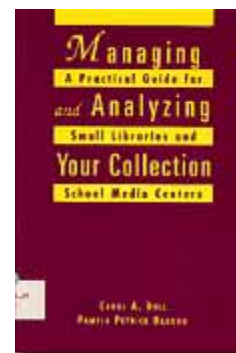
A. Paula Wilson

Chicago, IL: American Library Association, 2004.

025.04 WIL

Information-hungry consumers have become accustomed to flashy commercial web sites, the lightning speed of major search engines, and the seemingly endless array of "content" at sites like BN.com or Amazon.com. This patron-centered step-by-step guide is the foundation for creating either basic or advanced online library services and integrating all aspects of library activities in the virtual world.

## Managing and analyzing your collection: a practical guide for small libraries and school media centers



Carol Ann Doll

Chicago, IL: American Library Association, 2002.

025.21 DOL

These step-by-step directions, using measures of timeliness, relevancy, use percentages, user profiles, and comparisons, you can determine in quantitative ways the quality of your library's collection.

## Managing public-access computers: a how-to-do-it manual for librarians



*Donald A. Barclay*

New York, NY: Neal-Schuman Publishers, 2000.

025.002 BAR

Though this book concerns itself with computer technology, it approaches technology as a tool for providing public-service, not as an end in itself. Along the same line the overarching purpose here is to help librarians, effectively manage public-access computers so as to further the missions of their institutions.

## MARC21 for everyone: a practical guide

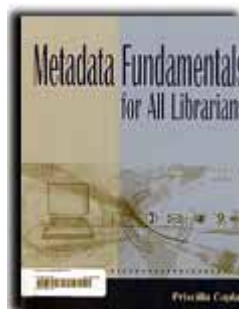


*Deborah A. Fritz,  
Richard J. Fritz*

Chicago, IL : American Library Association, 2003.

025.3 FRI

Includes with self-assessment tools including quizzes, helpful tables, and many examples of tags and subfields, this authoritative manual presents practical guidance to get you to apply MARC21 to your catalog records.



## Metadata fundamentals for all librarians

*Priscilla Caplan*

Chicago, IL: American Library Association, 2003.

CAT 025.3 CAP

This book presents a clear description of the various forms of metadata, its applications, and how librarians can put it to work. Both descriptive and nondescriptive forms of metadata are defined (including TEI header, the Dublin Core, EAD, GILS, ONIX, and the Data Documentation Initiative) and applied to actual library functions.

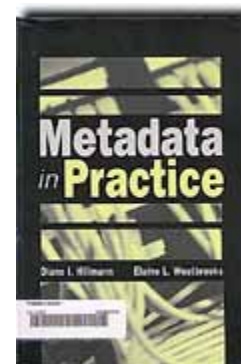
## Metadata in practice

*Diane I. Hillmann*

Chicago, IL: American Library Association, 2004.

025.3 MET

This collection of reports from the field, offers an opportunity for librarians to learn from the experiences of others involved in technically diverse digital library projects that have metadata components. It contains a broad range of projects involving universities, statewide collaborations, image databases, geographic data, and metadata aggregations.





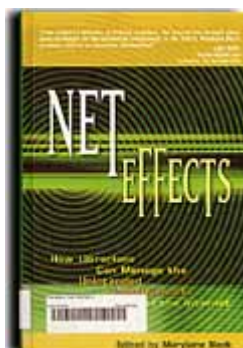
# **Net effects: how librarians can manage the unintended consequences of the Internet**

*Marylaine Block*

Medford, N.J:  
Information Today,  
2003.

025.04 NET

Examines the issues and brings together insights, "war stories," and solutions. Nearly 50 articles dozens of librarians - selected, annotated, and integrated the editor- suggest practical and creative ways to deal with the range of Internet "side effects."

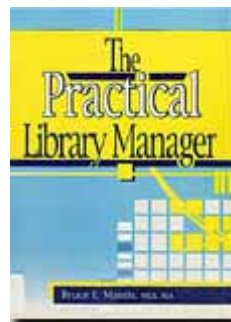


# **The practical library manager**

*Bruce E. Massis*

New York, NY :  
Haworth Information  
Press, 2003.

025.1 MAS



This book will assist new directors of small and medium libraries to accept and manage change in order to meet the needs of both internal and external customers. It focuses on staff training and provides several tools to help the new library director.

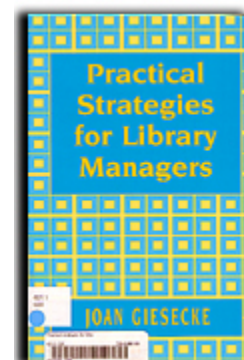
# **Practical strategies for library managers**

*Joan Giesecke*

Chicago, IL: American  
Library Association, 2001.

025.1 GIE

This book is designed to help the middle manager. It outlines strategies you can use to successfully manage your unit.



# **Operating and evaluating school library media programs: a handbook for administrators and librarians**

*Bernice L. Yesner*

New York : Neal-  
Schuman Publishers, 1998.

REF 025.1 YES

Here is a tool that can be used both the school library media teacher and the supervising administrator to identify problems and potentials, recognize clues to positive and negative aspects, and to set goals and objectives. University-level instructors who wish to include a unit on the school library media center program in education courses designed for the preparation of classrooms teachers and administrators will also find the book useful.



# **Preserving digital information: a how-to-do-it manual**

*Gregory S. Hunter*

New York, NY: Neal -  
Schuman Publishers,  
Inc, 2000.

025.84 HUN



This is a guide to digital preservation. The author discusses the preservation of information created in digital form as well as items converted from analog to digital representations. He includes the theoretical underpinnings which will serve the reader in

making decisions. In addition he offers best practices from a variety of institutional settings.

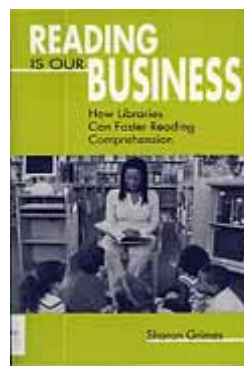
## Project management: tools and techniques for today's ILS professional

*Barbara Allan*

London: Facet,  
2004.

025.1 ALL

Project work is widespread in all types of library and information units, and typical projects can involve developing a new information service. Projects may be relatively small and simple, with one or two members of staff working in the same office, or large and complex, involving people working in multi-professional teams. The purpose of this book is to act as a guide to project management within all types of library and information services. It explores tried and tested methods and techniques for managing projects, including paper-based approaches, and also the use of project management software.



## Reading is our business: how libraries can foster reading comprehension

*Sharon Grimes*  
Chicago, IL :  
American Library  
Association, 2006.

027.809 GRI

Attempts to cultivate literacy and to encourage library media specialists to resume or assume their rightful position as critical partners in the development of reading comprehension.

## Straight from the stacks : a firsthand guide to careers in library and information science

*Laura Townsend Kane*

Chicago, IL :  
American Library  
Association, 2003.

020.23 KAN

Organized type of institution including public, school, academic, nontraditional, medical/law, and library administration, this book covers the many areas of librarianship and typical jobs in each environment. Firsthand accounts from real-life librarians in a variety of information science disciplines make this career guide come alive, and fifteen sample job descriptions for different niches of information services offer a reality check for those committed to understanding an ever-changing array of possibilities.



## Putting XML to work in the library: tools for improving access and management

*Dick R. Miller and  
Kevin S. Clarke*

Chicago, IL: American Library Association,  
2004.

005.7 MIL

Miller and Clarke argue that XML provides a solution for dealing with the issues of content, metadata and access. Because it offers a universal format for data and document exchange, and addresses the many of the shortcomings of Web access.

## Subject directory of special libraries and information centers

*Matthew Miskelly,  
editor*

Farming Hills, MI :  
Gale, c2004.

REF 026 SUB

A subject classified edition of material taken from "Directory of Special Libraries and Information Centers," 30th Edition, covering several thousand special libraries, research libraries, information centers, archives, and data centers maintained government agencies, business, industry, newspapers, educational institutions, nonprofit organizations, and societies.



## Technology for results : developing service-based plans

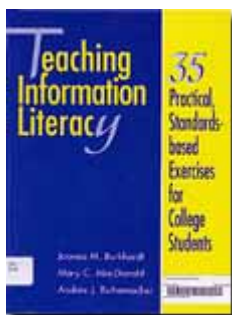
*Diane Mayo*  
Chicago, IL :  
American Library  
Association, 2005.

025.1 MAY

This step by step guide helps librarians and administrators create an actual blueprint for results. Authors show how to create dynamic technology plan that will



## Teaching information literacy: 35 practical, standards-based exercises for college students



*Joanna M. Burkhardt*

Chicago, IL:  
American Library  
Association, 2003.

028.7 BUR

From tech schools to college, high schools to grad schools, research involves making sense of information, dealing with overload, learning the basics of planning, and evaluating the quality of sources. As information proliferates, immediate gratification takes precedence. Students often reach for the easiest tools available rather than making the effort to identify the best. This book provides hands-on tools for reference and instruction librarians at colleges and community colleges as well as for others appointed to teach students how to conduct research.



## Transitioning from librarian to middle manager

*Pixey Anne Mosley*

Westport, CT : Libraries  
Unlimited, 2004.

023.4 MOS

Providing insight into the many different areas of expertise that are required in a good manager, Mosley draws upon her experience as a professional library manager to offer sage advice for the aspiring or recently promoted manager. Some of the situations a new manager may encounter that Mosley covers include handling cliques or difficult subordinates, dealing with the perceived or real excellence in the previous manager, establishing and maintaining good relationships with those in positions above or parallel to one's own, budgeting, assessing performance, and many more.

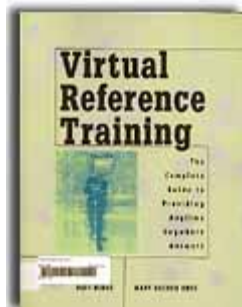
### **Virtual reference training: the complete guide to providing anytime, anywhere answers**

*Buff Hirko*

Chicago, IL :  
American Library  
Association, 2004.

025.5 HIR

Even the best reference librarian can falter when suddenly thrust into cyberspace without the proper tools and training. As online library reference services become common practice, there's a critical need to develop the skills and aptitudes needed to answer customer's online information needs in the most effective way, from conducting chats and online reference interviews to multitasking. This book provides the guidance for building a program that will help all librarians develop confidence and finesse at the virtual desk.

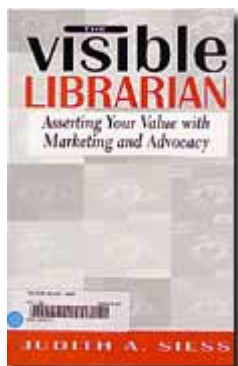


### **The visible librarian: asserting your value with marketing and advocacy**

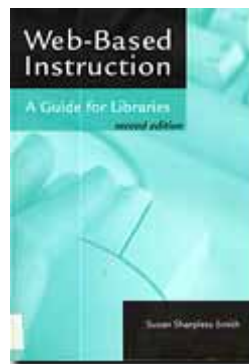
*Judith A. Siess*

Chicago, IL:  
American Library  
Association, 2003.

021.7 SIE



This book offers practical strategies to connect with customers, make services both visible and valuable to the community, and get the word out using proven marketing, customer service and public relations tactics specifically tailored to the library environment. Packed with all the best practices in marketing library services, this hands-on guide provides inspiring stories and case studies of library colleagues around the nation who are successfully advocating and marketing themselves and their services.



### **Web-based instruction: a guide for libraries**

*Susan Sharpless Smith*

Chicago, IL :  
American Library  
Association, 2006.

025.560 SMI

This book will help you to decide if you would like to implement Web-based instruction, and if so, will lead you through the process.

### **The Web library: building a world class personal library with free Web resources**

*Nicholas G. Tomaiuolo*

Medford, NJ :  
Information Today,  
2004.

025.04 TOM



In this book you'll find annotated URLs, more than 30 helpful figures and screenshots, and examples of free, authoritative Web resources you can start using right away.